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Shopping Cart Addition

For this iteration of assignment 6, I added that shopping cart to the Muddy Paws site. The design was fairly straight forward since I already had a lot of the site built in high fidelity. The shopping cart should be a simple and familiar layout so that users are not confused at any point in the delicate checkout step. At my previous job, we got data on the number of people who left our site without purchasing the items in their cart. It was a surprisingly large amount of people, and we found that our cart page was a bit too complicated. Once we simplified the aesthetic of that page we saw the number of people who left the site at point drop slightly. I applied some of those principles here.

The Item list is in a loose grid with plenty of white space to increase readability. The information about each cart item is readable from left to right with quantity and price shown clearly. I added the ability to change the quantity of items in the cart in the prototypes. However, I ran into some trouble applying that functionality into the HTML/CSS. I am sure when I add more JS to this page I will find a way to make that work. When moving into the high fidelity model, I simplified the subtotal area so that I can be read top-down leading to the checkout button. Finally, I added the similar products to the bottom of the page to give the brand another opportunity to get the customer to continue shopping. Overall, this page was fairly straight forward and continues the site's higher-end branding.

